

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Merriman et al.	Art Unit :	3688
Serial No. :	10/798,444	Examiner :	Michael H. Goldman
Filed :	March 12, 2004	Conf. No. :	5265
Title :	METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**AMENDMENT IN REPLY TO NON-FINAL
ACTION DATED FEBRUARY 13, 2009**

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the Claims are reflected in a listing of claims that begins on page **2** of this paper.

Remarks begin on page **7** of this paper.